

DESERT  
PAPER & ENVELOPE  
COMPANY, INC.

# PrePress Information Guide



email: [art@desertpaper.com](mailto:art@desertpaper.com)

# Basic policies for accepting electronic documents

Provide a hardcopy of your document at 100% for comparison with the film output, indicating the size used for proofing if not the same as the file supplied. *Never submit the only copy of your file.*

When submitting your documents via-email, please provide a sample or send a fax copy indicating color breaks for comparison with the final output.

It is important that you send only the latest version of the file including all of the linked images that have been imported.

Provide all of the fonts used in the final version. Use PostScript Type1 fonts consistently when available; otherwise, use all TrueType fonts to help prevent font substitution or text reflow.

Avoid using palette style commands (bold, italic, underline, etc.) to alter type. Imagesetters may not translate such commands properly during film output.

Convert text to outlines to avoid font related problems or delays when submitting an EPS or Native Illustrator (AI) file.

Define spot colors when printing specific PANTONE inks, and remove unused colors from the swatch or color palette before saving the final version.

We are happy to take care of the trapping. This enables us to control the amount of trap needed with the software we are using. For best results, avoid using reverse type in sizes smaller than 8 pt or less.

**Windows® and Macintosh® file formats are  
accepted at Desert Paper & Envelope Company:**

Acrobat PDF

Adobe InDesign

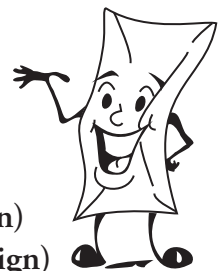
QuarkXPress

Adobe Illustrator

EPS (Encapsulated PostScript)

Adobe Pagemaker (Opened in Adobe InDesign)

Microsoft Publisher (Opened in Adobe InDesign)



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# Solutions to prevent common output problems

- Missing fonts will cause delays if not collected properly; therefore, send only the font families used in your document. To play it safe, use PostScript Type 1 fonts from recognized type foundries, and be sure to send copies of the screen and printer fonts to avoid font-substitution errors.
- We request using standard formats when saving or placing files in your page layouts - typically EPS or Native Illustrator (AI) files for vector graphics and TIFF or Native Photoshop (PSD) files for Greyscale and bitmapped images DO NOT submit color files in RGB.
- Nested or embedded files should be stored in the same folder with your linked or placed image files, which should be included with your document. If not included, these files will be listed as missing or modified. Let us know if any low resolution scans or logos need to be replaced.
- Inadequate bleeds will cause delays if adjustments are needed. Always provide at least 1/8" bleed(s) (0.125") extending outside of trim marks.
- Banding looks like a staircase of screen tints instead of a smooth gradient, check the screen (lpi) and resolution (dpi) settings before submitting files where gradients are used.
- Scan resolution: photographic images require 300 DPI/PPI resolution, whereas line art and/or type should be scanned at a minimum of 600DPI/PPI (1200 DPI/PPI is best).

## Additional information on image resolution

DPI/PPI, the only difference between these are PPI is used in scanning and photo manipulation software and DPI is used on printers and imagesetters.

LPI, or lines per inch, refers to the frequency or amount of dotted lines in a halftone screen used in the printing process.

Example: If you are printing 150 LPI your scan or image should be 300 DPI for photo image and at least 600 DPI for line art. Most monitors have a resolution of 72 to 96 DPI.

## Additional electronic prepress services:

Bluelines are available upon request. Any electronic art requiring changes or manipulation, may be subject to additional labor. Please contact customer service for pricing and guidelines.

### How to successfully email art:

Email address: **art@desertpaper.com**

You may also upload your file(s) @ **www.desertpaper.com**

Please type the title of the print job (what will actually be printed) in the subject line.

In the body of the message, please include your purchase order # (if used), brief order details, and your company name.

We will confirm the receipt of each email. If you do not receive a confirmation that we received your artwork by 2:00, contact customer service or resend the file.

The email address above is configured to only receive artwork. Estimates, orders and general questions should still be directed to customer service.

Don't forget to fax the hard copy or send a sample for timely comparison and early identification of potential issues.

**www.desertpaper.com**

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**OFFICE: 505.884.0640**

**FAX: 505.884.1093**

**WATTS: 1.800.228.2298**